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Contract

Digital Loyalty and Subscription Model Application

Transport for Wales Rail Limited (Utility Buyer)

F06: Contract award notice – utilities

Notice identifier: 2025/S 000-059801

Procurement identifier (OCID): ocds-h6vhtk-05a258

Published 25 September 2025, 3:34pm

Section I: Contracting entity

I.1) Name and addresses

Transport for Wales Rail Limited (Utility Buyer)

3 Llys Cadwyn, Pontypridd

Rhondda Cynon Taf

CF37 4TH

Email

Procurement.Help@tfwrail.wales

Telephone

+44 2920720500

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://www.tfwrail.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA80566

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Loyalty and Subscription Model Application

Reference number

TfW0863.00

II.1.2) Main CPV code

- 48000000 - Software package and information systems

II.1.3) Type of contract

Supplies

II.1.4) Short description

Development of a bespoke software application to allow TfW customers to purchase subscription pricing tiers, entitling them to discounted fares, plus development of a Digital Loyalty Scheme allowing customers to accrue loyalty points for travelling with TfW, these points will be stored as credit within the app allowing a points redemption purchase of a subscription tier of fare.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

Various websites linking to train services across Wales.

II.2.4) Description of the procurement

Opportunities to pitch innovative solutions for specific challenges within the TfW business was advertised as part of the TfW Innovation Lab Acceleration Programme.

The opportunity was also promoted on professional media platforms e.g. LinkedIn and via the Welsh Government Innovation Team. Pitches were received from several organisations and assessed in line with criteria published to bidders.

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - protection of exclusive rights, including intellectual property rights

Explanation:

In accordance with Article 50 (1) could only be provided by the awarded supplier due to the absence of competition for technical reasons (ii) i.e. the TfW specific requirements and rail industry specific parameters within which the interim was required to deliver and the protection of exclusive rights, including intellectual property rights of the supplier established during the initial pilot stage.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 February 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

BLOCKRANK LIMITED

14 Museum Place, 4th Floor

Cardiff

CF103BH

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

Section VI. Complementary information

VI.3) Additional information

Supplier was identified through a competitive process advertised and undertaken via the TfW Innovation Lab.

This is an interim solution whilst TfW works through and transitions to its future retail strategy.

Future tendering opportunities will be advertised on the Sell2Wales advertising portal.

(WA Ref:155017)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom